PRODUCT PROMOTION PLAN

4th Sales Cycle

July 8-Aug. 30, 1974

INSERTS
SECTIONS I, II & III
P.P.P.

PHILIP MORRIS U.S.A.

BUILDING TO #1

1005208027

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

FOURTH SALES CYCLE

	JULY 8, 1974				AUGUST 30, 1974			
Week Starting	8	15	22	29	5	12	19	26
1st Featured Brand	Parliament 80, 85's and 100's							
2nd Featured Brands	Virginia Slims				Marlboro Red & 100's			
3rd Featured Brands	Marlboro Red & Lights				Benson & Hedges 100's			

PARLIAMENT—1ST FEATURED BRAND

JULY

S	M	T	W	T	F	S
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Consumer Offer:

The Parliament Good Taste, Good Times Cook Shelf, which will offer consumers 4 renowned Cookbooks:

- The World Atlas of Wines by Hugh Johnson, is a major reference work, a Travel Guide to the world's great wine areas and a wonderfully illustrated course in Wines and Wine making. Price: $15.50.
- Great Dishes of the World by Robert Carrier, is an exciting book for beginners and experienced cooks alike. All recipes are the result of Chef Robert Carrier's worldwide travels. Price: $7.95
- James Beard's Fireside Cookbook, clearly explains 800 basic recipes and their 400 variations. Price: $6.95.
- The Cheese Book by Marquis & Haskell, tells everything there is to know about Cheese in everyday language: History, Lore, Taste, Use and Recipes. Price: $5.95.

Merchandising:

- Display Parliament 80, 85's and 100's as 1st major brand during the entire eight (8) weeks of the cycle. This exciting premium will help stimulate increased consumer awareness and trial of the brand.

Facts About the Brand

- Total Parliament sales are up 3.6%.
- Parliament 100 sales are up 17.9%.

VIRGINIA SLIMS — 2ND FEATURED BRAND

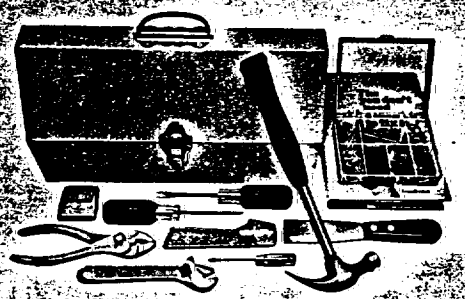
JULY

S	M	T	W	T	F	S
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	

Consumer Offer:

Virginia Slims will continue the custom designed Women's Tool Kit Offer.

- *Contents:*
  - 3—Screwdrivers
  - 1—Hammer
  - Safety Cutters
  - Tape Measure
  - Nails
  - Screws
  - Picture Hangers
  - Pliers
  - Adjustable Wrench
  - Tacks
  - "The You Don't Need a Man to Fix It Book", by Jim Web and Bart Houseman.
- *Consumer Cost:* $20.00 plus 2 proofs of purchase from Virginia Slims Packs (Regular or Menthol) for the Tool Kit and the Book.
- *Retail Value of Kit:* $35.00 for the Tools plus $7.95 for the Book or $42.95 for the Total Set.



Facts About the Brand:

- Virginia Slims Regular is up 12.8%.
- Virginia Slims Menthol is up 18.2%.
- Total Brand is up 15.1%.
- Supermarkets: The brands most important outlet.
- 25% of all Women Smokers have tried Virginia Slims.

Merchandising:

Virginia Slims (Regular & Menthol) will be displayed in all B and B—1 Displays the 1st 4—weeks.

MARLBORO 2ND & 3RD FEATURED BRANDS

JULY

S	M	T	W	T	F	S
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	T	F	S
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Consumer Offer:

Generic

3rd Featured Brand

2nd Featured Brand

Merchandising:

Display Marlboro 100's with Marlboro Red as 2nd Featured Brand during the 2nd 4—weeks in B and B—1 Displays.

Display Marlboro Lights with Red in 20 Pack Set/Sell Units as the 3rd Featured Brand during the 1st 4—weeks of the cycle.

Facts About the Brand

- Total Marlboro Sales are up 10.9% year to date.
- Marlboro Red +8.3%
- Marlboro 100's +22.5%
- Marlboro Lights +33.5%
- Marlboro Menthol +15.3%

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BENSON & HEDGES 3RD FEATURED BRAND

AUGUST

S	M	T	W	T	F	S
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Consumer Offer:

- A Panasonic Emergency Light. The Light is mounted on a special wall bracket, contains Long-Life Batteries, a 1-year Written Warranty, and lights only when removed from the brackets.
- Retail Price: $4.95.
- Consumer Pays: $3.00 plus 2 empty packages of Benson and Hedges, Regular or Menthol

The offer will be supported with a distinctive Point-of-Sale Unit and Advertising in Sunday Supplements.

Facts About the Brand

- Benson & Hedges Regular +10.0%
- Benson & Hedges Menthol +14.4%
- Total Benson & Hedges 100's +11.6%

Benson & Hedges 100's — AMERICA's FAVORITE CIGARETTE BREAK.

10520808

Source: https://www.industrydocuments.ucsf.edu/docs/pqjk0000

PRODUCT PROMOTION PLAN

4th Sales Cycle

July 8-Aug. 30, 1974

SECTION I, II, IV

MERCHANDISING PROGRAM SET-UP SHEET

This Merchandising Set-Up Sheet supersedes the brand alignment outlined on the Product Promotion Plan Folder.

WAREHOUSE AREAS

- Portland, Maine
- Manchester, N. H.
- Springfield, Mass.
- Providence, R.I.
- Hartford, Conn.
- Jersey City, N.J.
- Boston, Mass.

MARKET AREAS & PERSONNEL INVOLVED

*Section 1

Division:		Assignment:	
	01-01-00		01-05-01
	01-02-00		01-05-02
	01-03-00		01-05-03
	01-04-00		01-05-07
	01-06-00		

Section 2

All Divisions

*Section 4

04-01-00
04-02-00

*ALL OTHER INDIVIDUALS REMAINING IN YOUR SECTIONS WILL FOLLOW THE NATIONAL PRODUCT PROMOTION PLAN.

SET/SELL DISPLAY (20 PACK) 3RD FEATURED BRAND

- Sell-In 2 cartons Marlboro Box with 10-cartons combination offer.
- Display Marlboro Menthol Box with Marlboro Red July 8 - August 2, 1974.

PLAN "B" DISPLAYS

- New Wire Rack: Display Marlboro Menthol Box with Marlboro Red in the bottom section August 5 - August 30, 1974.

PLAN "B-1" DISPLAYS

- Display Marlboro Menthol Box with Marlboro Red in the small section August 5 - August 30, 1974.

All other instructions relating to the 10-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.

PHILIP MORRIS U.S.A.

BUILDING TO #1

SP 4A-74

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Source: http://www.industrydocuments.ucsf.edu/docs/pqyk0000

PRODUCT PROMOTION PLAN

4th Sales Cycle

July 8-Aug. 30, 1974

TO: FIELD SALES FORCE

FROM: Mr. J. J. Gillis

We have reached the half way point in our selling and merchandising efforts for 1974. Our record at this point show a sales gain of +9.7% through May 10, 1974.

There is an excitment about our company and growth that is clearly recognized by all segments in the trade. Product Distribution, Display Impact, Consumer Contact and Switch Sales are key to sustaining the leadership we have achieved. Your contributions to our growth and leadership are recognized and appreciated.

We have every confidence that we can together continue in this direction.

Jack Gillis

J. J. GILLIS

JJG:izb

100520810

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

MANAGEMENT SELL–IN CYCLE

DIVISION MANAGERS

TRAINING

Identify any sales problems and opportunities that are unique to each retail assignment. Develop solutions to these problems by encouraging the involvement of all Sales Representatives.

Review the Cigarithmetic Booklet with each of your Sales Representatives. Make certain each fully understands how to use the Booklet by assisting them in the preparation of sales presentations during the cycle.

Continue to spend at least one (1) day with each Sales Representative to make sure the Product Promotion Plan is understood. More time may be spent with each Sales Representative as needed.

Training is the key to developing professionals, practice is the basic fundamental.

SUPERVISION

Audit Daily Work Records on an on-going basis. Do not wait until it is time to do an evaluation.

Audit Expense Vouchers to include all expense items including Gratis Payments and $1.00 Set/Sell Allowance. Maintain an on-going effective system of dealing with and controlling field expenses.

Review your Sales Representatives P.O.S. storage locations on a periodic basis. Identify any materials that can still be placed in retail outlet. Set specific objectives with your people to use remaining materials this cycle.

RETAIL ACTIVITY

Supermarkets: Have each of your Sales Representatives make a thorough and complete call in every supermarket. Their primary objectives must be:

- Increasing Brands Inventory as needed
- Packing–Out Merchandise
- Getting to the Order Guide
- Installing Permanent and Temporary P.O.S. Materials

Contract Outlets: Have Sales Representatives sell-in merchandise as needed for "Non-Controlled Contract Outlets" – also, sell-in and display the 3rd brands in 20 Pack Set/Sell Units.

GRATIS PAYMENT

NOTE: Gratis or the Set/Sell Allowance can be paid in any contract or non contract outlet if the outlet is non-controlled. Gratis and the Set/Sell Allowance cannot be paid in any controlled outlet unless prior authorization is received through the Section Office.

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

10520811

4 JULY 8 – AUGUST 30, 1974

AREA MANAGERS–DISTRIBUTOR SALES

DISTRIBUTOR COVERAGE

Continue to review standing orders for all accounts. Upgrade as applicable to a minimum of 85% of purchases.

Sell-In extra merchandise (25% – 30% of average months volume) to compensate for retail drive placed against featured brands. This is important to insure product availability and to support the retail efforts closely.

Plan several local drives during the 4th Cycle. Conduct meetings to encourage distributor salesmen to secure new distribution and promote our brands.

VENDOR COVERAGE

Review all vendors in your assignment. Make arrangements to set up Local Vending Coverages to secure additional placements on our brands.

Several coverages are to be planned and/or completed prior to the end of this cycle. These must be followed through to increase our impact in the vending community. Additional coverages must also be scheduled and planned to provide the necessary consistency.

Since we are continuing to evaluate the effectiveness of the program, notify your Section Manager in writing if your Vending Coverages have generated fewer than 1000 placements year to date.

Identify those vendors having machines in locations with a large female population. Emphasize the $3.00 column placement allowance to secure new placements on Virginia Slims Regular and Menthol.

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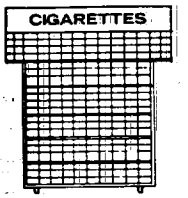
Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

AREA MANAGERS' CHAIN SALES

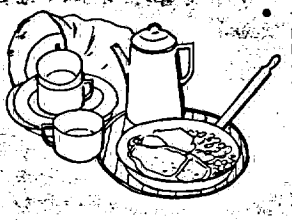
PLAN A

- One of your primary responsibilities is to secure adequate space on the carton fixture equal to our market share in your area. Where inequities exist with your accounts, use the Carton Rack Visuals (Analysis III-A Presentation) to help you gain the additional space for our brands.
- We are receiving Carton Rack Plan-O-Grams which do not indicate the location of the account. The account address must be included for each store; the Headquarter location and the number of stores involved must be included for chain accounts.
- Adjusted Plan-O-Grams must be communicated to others to insure application at store level.



PLAN A-1

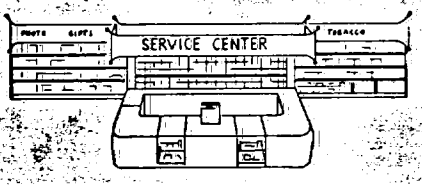
- A–1 Bins for the Marlboro Trail Cooking Set Promotion are now being installed. In instances where chain accounts have cancelled, notify your Section Managers so that surplus bins may be re-allocated.



- The Parliament A–1 Cookbook Promotion has by now been presented to your accounts. Where you have received account acceptance secure written authorization for use by Sales Representatives that will be installing displays. Re-present immediately in instances where accounts refused the promotion.

• MERCHANDISING •

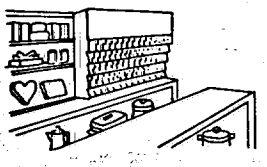
SERVICE CENTER



- Our booklet "Service Centers" The Look of Tomorrow - Today, was featured as a supplement to Chain Store Age magazine issue, April 1974. Many chain accounts have written in requesting additional follow-up information. Contact your accounts and sell this concept now that there is added interest in the concept. Additional information and assistance is available through our National Accounts Department.

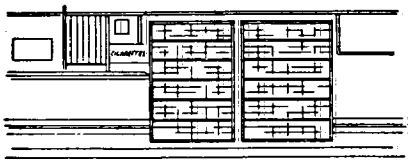
PACK MASTER™ MERCHANDISER

- You most recently received a "Package of Materials" designed to assist you with accounts which now have or will be using the new Single Pack Merchandiser. This material should become a part of all presentations to your accounts.



SHOW AND SELL CONCEPT

Accounts that Suspect Customer Pilferage, Employee Pilferage, or lack Store Control in ordering and merchandising cigarettes would benefit from the Show and Sell Concept. Be prepared to show each account potential dollars lost by locking up cigarette profits behind the manager's booth or under the checkout register.



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Archive: https://www.industrydocuments.ucsf.edu/docs/pgyk0000

MILITARY REPRESENTATIVES
FOURTH SALES CYCLE
JULY 8 – AUGUST 30, 1974

• FEATURED BRANDS •

National advertising will be placed behind the brands preceeded by an asterik (*). For your information, I will provide you with national sales figures for all major brands through March, 1974.

BRANDS	MIL. GROWTH	NAT. GROWTH	BRANDS	MIL. GROWTH	NAT. GROWTH
*Marlboro 80/85	+ 0.4%	+ 7.8%	*Parliament 80/85	– 0.1%	– 1.6%
*Marlboro Lights	+ 38.7%	+ 32.3%	*Parliament 100's	+ 27.0%	+ 16.7%
*Total Marlboro 100's	+ 16.8%	+ 21.5%			
*Marlboro Menthol	– 2.3%	+ 14.9%	Total B&H Multifilter	– 0.2%	– 5.8%
*Total Marlboro	+ 3.6%	+ 10.2%			
			*B&H Regular 100's	+ 5.8%	+ 8.8%
*Virginia Slims Regular	+ 15.9%	+ 11.4%	*B&H Menthol 100's	+ 9.2%	+ 13.0%
*Virginia Slims Menthol	+ 30.1%	+ 16.9%			

The sales figures above provides you with an opportunity to compare the sales of our brands in your area with sales on a national scale.

DISTRIBUTION/INVENTORY

Many military installations will be re-activated this summer to receive groups of Enlisted Man and Officers for summer training. Many installations that are in operation throughout the year will also receive large numbers of personnel for summer training. The following steps must be taken to capitalize on these opportunities:

- Determine when and where summer training camps will open in your area. Contact the Decision Maker at that camp and sell-in Philip Morris brands.
- Determine when and where summer training activity will be conducted on the installations that you have sold to throughout the year. Increase our brands inventory as appropriate.

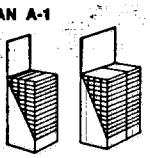
• MERCHANDISING •

PLAN A

Every effort must be made to maintain a share of the carton fixture equal to our Market Share in that area. Make sure Plan-O-Grams are followed as adjustments are made in the carton sections.

AAFES has increased the mandatory cigarette line items from 39 to 43 brands. Each Exchange Region can add three local optional brands plus three more test brands. THIS NEW ASSORTMENT INCREASES P.M. BRANDS FROM 8 TO 10. THIS GIVES YOU AN ADDED OPPORTUNITY TO SELL IN MORE P.M. BRANDS.

PLAN A-1



1 column or 2 column

July is an open month as pertaining to displaying under our A-1 AAFES Contracts. Take this opportunity to set up displays "Without Payments" using your "B" Incentives.

Although you will be using your 4th Cycle Parliament P.O.S. Materials on an on-going basis, materials should be used in conjunction with Parliament AAFES displays set up in August.

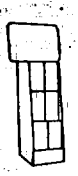
AAFES B & B1 PROGRAM

Make presentations on behalf of this program whether or not the outlet is selling single packs. Checking for compliance or non-compliance and billing is to follow the same procedure as our A and A-1 Programs.

WOOD WIRE B1

SET/SELL DISPLAYS

We will continue to provide you with one box of 30 Pack Set/Sell Displays. These units are to be used where single packages are not permanently displayed.



OTHER P.O.S. ITEMS

More P.O.S. Materials of a Permanent and Temporary nature are now being used in the Military. Please make your request for items such as Clocks and Packmasters through your Section Manager. As requested in the 3rd Cycle Product Promotion Plan, contact Carey Jenkins if additional Header Cards, Set/Sell Units, etc. are needed.

100520814

Source: https://www.industrydocuments.ucsf.edu/docs/pyk0000

MILITARY

• INCENTIVES •

You most recently received an allocation of Razor Sets, Pocket Flashlights and the Five Way Tool Set. Every effort should be made to "Clean Out" last year's incentives before using your newer items.

Under our AAFES Contract, incentives can be placed on shelf stock on an "on-going" basis.

Make all efforts to set up one day "Manned Store Sales" using "A" type incentives where permitted by store managers.

ADMINISTRATIVE AND REPORTING

Review and update all information on your retail and headquarters Military Call Cards. Items of prime importance: Name of Key Decision Makers, Weekly Carton Volume, Store Volume, Cartons Displayed and Market Share. LIST YOUR OBJECTIVES ON THE BOTTOM OF THE CARD.

Business Reviews: Continue making business reviews to target customers you have identified. Include in your monthly military report any business reviews you were able to present.

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Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

PRESENTATION SUGGESTIONS

NON-CONTROLLED OUTLETS

OPENER: _____

Featured Brands	*Consumer Offer*	*Brands Growth*
Parliament	See Promotion Rationale	Local Sales Figures
Virginia Slims or Marlboro	See Promotion Rationale	Local Sales Figures
Marlboro or Benson & Hedges 100's	See Promotion Rationale	Local Sales Figures

BENEFITS: _____

Profit Structure

- 100 Packs × _____$ Per Pack = $_____ GROSS RESALE VALUE
- Number Cartons _____ × $_____ Cost = $_____ RETAILERS COST
- Subtract Retailers Cost From Gross Sales = $_____ GROSS DOLLAR PROFIT
  - —ADD $1.00 (Set/Sell Allowance) = $_____ SET/SELL ALLOWANCE
  - —ADD 5 × 50¢ or $2.50 (Gratis Packs) = $_____ RESALE VALUE—5 FREE PACKS
- ADD GROSS DOLLARS + SET/SELL ALLOWANCE + 5 FREE PACKS = $_____ TOTAL GROSS $ PROFIT
- TOTAL GROSS DOLLAR PROFIT ÷ GROSS SALES = $_____ GROSS PROFIT MARGIN

CLOSE: _____

BRANDS GROWTH AND/OR MARKET SHARE IS AN OPTIONAL ELEMENT OF THIS PRESENTATION AND SHOULD BE USED ON AN AS NEEDED BASIS.

CONTROLLED OUTLETS

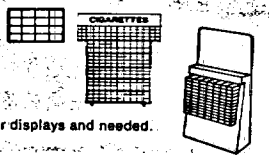
Primary Objectives: (1) Getting to the order guide, (2) Increasing the base inventory in each outlet and (3) Getting the merchandise out on the carton and pack racks.

FORMAT

APPROACH MANAGER: To tell purpose of call _____

SERVICE DISPLAYS AND RACKS

- Fill and label pack rack.
- Fill and label carton rack.
- Refill and relocate A-1 or other displays and needed.



P.O.S. ITEMS (SMALL PIECES): should be put in place as you are re-setting racks and displays.

INVENTORY CARTONS ON HAND: FOLLOW THESE SELLING POINTS:

- (Brands) in which manager is low or short.
- Manager's inventory status—your past three trips.
- Out of stocks are losing him (Cartons)—(Dollars) Weekly.
- The growth of our brands: (See Promotion Rationale).
- List your order: _____. List by brands _____. Total order _____.
- Make certain all brands needed by the outlets are placed in the order guide. Leave order with manager.
- His weekly order should be increased by _____ cartons.

CLOSE: _____

100520816

Source: https://www.industrydocuments.ucsf.edu/docs/pgyk0000

SCANNER SHEET REPORTING INSTRUCTIONS

SALESMAN'S NAME _____

TERRITORY NUMBER _____

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

SALESMAN'S TERRITORY NUMBER

WEEK ENDING (Friday)

MONTH

DAY

SALES CYCLE NO.

WORK ACTIVITY DID NOT WORK DOWN TIME

MON	TUE	WED	THU	FRI

SELLING ALONE

MON	TUE	WED	THU	FRI

BEING TRAINED

MON	TUE	WED	THU	FRI

REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.

TOTAL CALLS WEEK	BREAKDOWN OF CALLS →	TYPE CALLS: Non-Controlled	TYPE CALLS: Controlled
0 0 0	Non-Controlled Stores where buying and merchandising decisions are made locally.		
1 1 1			
2 2 2			
3 3 3			
4 4 4	Controlled Chain stores where buying and merchandising decisions are made at headquarters.		
5 5 5			
6 6 6			
7 7 7			
8 8 8			
9 9 9			

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.

1005200817

TOTAL GRATIS USED

ALL GRATIS USED SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.

SPECIAL INSTRUCTIONS

COLUMN # 1	COLUMN # 2	COLUMN # 3

REPORT IN THESE COLUMNS ONLY AS SPECIFICALLY INSTRUCTED IN YOUR P.P.P.

CONSUMER INCENTIVE

PKS 20's SWITCH SOLD	SAMPLE 20's USED

REPORT TOTAL NUMBER OF 20's SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20's USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

CARTONS SOLD	1st. MAJOR CIGARETTE									
	Non-Controlled					Controlled				
	0	0	0	0	0	0	0	0	0	0
	1	1	1	1	1	1	1	1	1	1
	2	2	2	2	2	2	2	2	2	2
	3	3	3	3	3	3	3	3	3	3
	4	4	4	4	4	4	4	4	4	4
	5	5	5	5	5	5	5	5	5	5
	6	6	6	6	6	6	6	6	6	6
	7	7	7	7	7	7	7	7	7	7
	8	8	8	8	8	8	8	8	8	8
	9	9	9	9	9	9	9	9	9	9

REPORT ALL SALES OF PARLIAMENT IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON- CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd. MAJOR CIGARETTE									
Non-Controlled					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

- REPORT ALL SALES OF VA. SLIMS. IN THIS COLUMN FOR THE FIRST 4 WEEKS (JULY 8– AUGUST 2.)
- MARLBORO 2ND 4 WEEKS (AUG. 5– AUG. 30.)

3rd. MAJOR CIGARETTE									
Non-Controlled					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

- REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FIRST 4 WEEKS (JULY 8 – AUGUST 2.)
- B & H 100'S — 2ND 4 WEEKS (AUGUST 5 – AUGUST 30.)

SUPPLEMENTAL									
Non-Controlled					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

DISPLAYS	SETUP OR SERVICE					
	B			B-1		
	0	0	0	0	0	0
	1	1	1	1	1	1
	2	2	2	2	2	2
	3	3	3	3	3	3
	4	4	4	4	4	4
	5	5	5	5	5	5
	6	6	6	6	6	6
	7	7	7	7	7	7
	8	8	8	8	8	8
	9	9	9	9	9	9

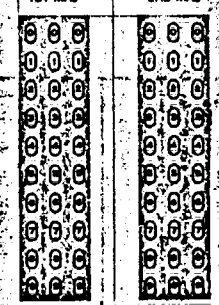
REPORT AS USUAL.

1st. MAJOR CIG.					
SET/SELL			SPECIAL ACTIVITY		
0	0	0	0	0	0
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9

REPORT ALL PAID SET/SELLS DISPLAYS FOR PARLIAMENT IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

NON PAID DISPLAYS



1ST MAJ

3RD MAJ

REPORT ALL 1ST MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD BRANDS SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN

3rd MAJOR CIG.					
SET/SELL			SPECIAL ACTIVITY		
0	0	0	0	0	0
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9

REPORT ALL PAID MARLBORO SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS B & H 100'S 2ND 4 WEEKS.

DO NOT REPORT IN THIS SECTION.

SUPPLEMENTAL

DISPLAYS ERECTED			SPECIAL ACTIVITY		
0	0	0	0	0	0
1	1	1	1	1	1
2	2	2	2	2	2
3	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
6	6	6	6	6	6
7	7	7	7	7	7
8	8	8	8	8	8
9	9	9	9	9	9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

1005200818

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

Form # 1289 Rev. 4/70
P. M. U. S. A.

PHILIP MORRIS U. S. A.

SALESMAN'S EXPENSE VOUCHER

DRAFT NO. ← FILL IN

DO NOT WRITE HERE → GROUP | SALESMAN'S NUMBER

SALESMAN'S NAME (PRINT) | WEEK ENDING (SATURDAY) 19

HEADQUARTERS (CITY-STATE) | TERRITORY CODE | DIVISION NO. | REGION NO.

Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Acct. Code
	Hours Worked									FOR OFFICE USE ONLY
	Explanation Time Not Worked									
	Town and State Where Expenses Were Incurred									
Personal And Other Expenses	Room									
	Meals									
	Telephone, Telegrams, Postage									
	Transportation Paid By You (other than company car)									
	Personal Smokes									
	Supplies - Office, Etc.									
	Total Personal and Other Expenses									
Samples	Switch Sampling									
	Samples - Other (Specify)									
Incentive Promotions	Dealer Incentives									
	TOTAL GRATIS PACKS USED	300	PACKS	@	31¢				$93.00	
	$1.00 Gratis Units 1st Prior	90	OUTLETS	@	$1.00				90.00	
	$1.00 Gratis Units 3rd Brand	30	OUTLETS	@	$1.00				30.00	

MERCHANDISING PROGRAM EXPENSES SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS

WEEKLY TOTALS PLANS A & C (FORM #1762)		
WEEKLY TOTAL PLANS B & B-1 (FORM #1763)		

SHOW AIR TRAVEL CARD CHARGES SEE INSTRUCTIONS #11

TRIP DATE	TICKET NO.	ORIGIN	DESTINATION	AMOUNT
				$

TOTAL EXPENSES ABOVE		
AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)		
TOTAL EXPENSE		

Comments:

SIGNATURE | ADDRESS | CITY | STATE | ZIP CODE

Quadruplicate (Salesman Only) Forward To Section Office

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

2100520819

PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

ADVERTISING SCHEDULE

JULY 8 - AUGUST 30

4TH SALES CYCLE

1974

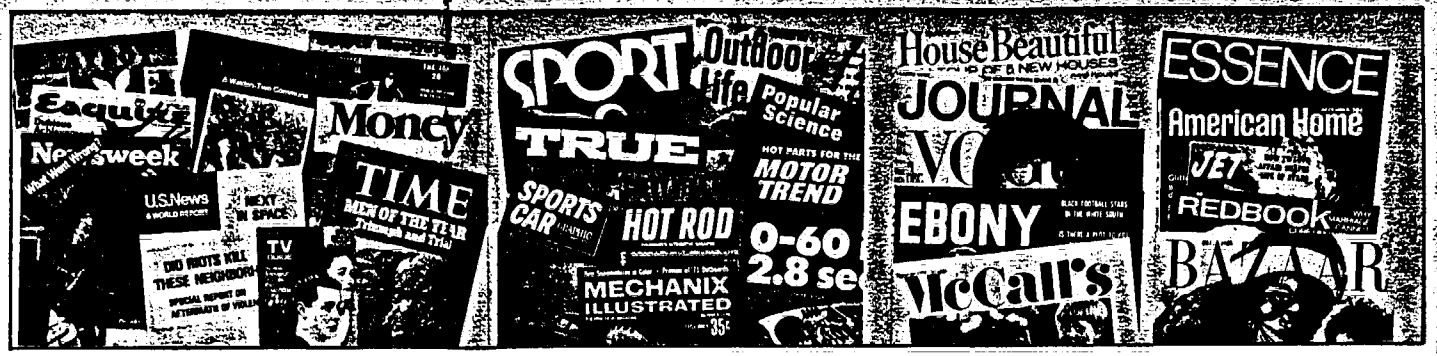
★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT

VIRGINIA SLIMS MULTIFILTER

1005200820

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000



NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Penthouse
Oui
Esquire
V.I.P. Magazine
Popular Science
Sport
True
Sports Afield
Sporting News
Argosy
VFW Magazine
American Legion
Motor Trend
Hot Rod
Car Craft
Road & Track
Southern Living
Family (Army Times)
Ebony
Cosmopolitan
Viva
New Times
Travel & Leisure

VIRGINIA SLIMS

TV Guide
People
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Jet
Viva
Girl Talk
Ebony
Women Sports

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
McCalls
Ladies Home Journal
Family Circle
Psychology Today
Money
Saturday Review/World
Harpers
Atlantic
New Times

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Playboy
Penthouse
Oui
Southern Living
Ebony
Black Enterprise
Jet
Contact
Black Sports
Essence
Players
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
American Home
Saturday Review/World
Atlantic
Psychology Today
Signature
Harper's
New Times
Gourmet

MULTIFILTER

Time
TV Guide

1005200821

https://www.industrydocuments.ucsf.edu/docs/xkb0000

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Parliament (July)	Boston	110 Posters
	Hartford	25 Posters
Benson & Hedges	New Haven	32 Posters
(August)	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Benson & Hedges (July) Parliament (August)	New York	1,800 2-Sheet Subway Panels
Benson & Hedges (July) Marlboro (August)	New York	500 King-Size Panels
Marlboro (July) Benson & Hedges (August)	New York	300 Subway Clocks
Marlboro	Rochester	5 Bulletins
(July - August)	Bridgeport	2 Bulletins, 23 Posters
	Boston	8 Bulletins, 110 Posters
	Buffalo	4 Bulletins, Erie County Stadium
	Hartford	2 Bulletins 18 Posters
	New Haven	4 Bulletins 13 Posters
	New York	46 Bulletins
	Providence	6 Bulletins
	Albany	34 Posters
	Atlantic City	1 Bulletin
Marlboro (July - August)	All Markets	REA Truck Panels
Benson & Hedges (July - August)	New York	8 Bulletins

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Benson & Hedges, Parliament	Boston New York	Playbill
Benson & Hedges, Marlboro, Parliament	New York	Cue
Benson & Hedges, Parliament	New York	Lincoln Center Programs
Benson & Hedges, Parliament, Marlboro	New York	New York Magazine

*Bulletin Dimensions:
Bulletin (Permanent & rotating) - 12'x48' - 20'x70'
Poster (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
2-Sheet - 45"x59½"

1005200822

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly		Marlboro, Virginia Slims, Benson & Hedges
Parade		Benson & Hedges, Marlboro, Virginia Slims
Tuesday Dawn		Virginia Slims, Benson & Hedges

LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
	Times	Parliament, Benson & Hedges, Marlboro
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

NEWSPAPERS:

New York	Amsterdam News	Benson & Hedges
	Jamaica Voice	Benson & Hedges
	Newark Afro-American	Benson & Hedges

1005200823

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-2743 – Four Cook Books – Req. No. 97057 – 4/c Bleed – 8½ x 11 – Trade Pubs. – 74 (B)
Printed in U.S.A.

Last year, our public loved the American Heritage Dictionary offer. This year, Parliament has cooked up an even better value. It brings your customers back to order *additional* books for gifts.

The Cheese Book tells *everything* there is to know about cheese, in everyday language. History, lore, taste, use and recipes.

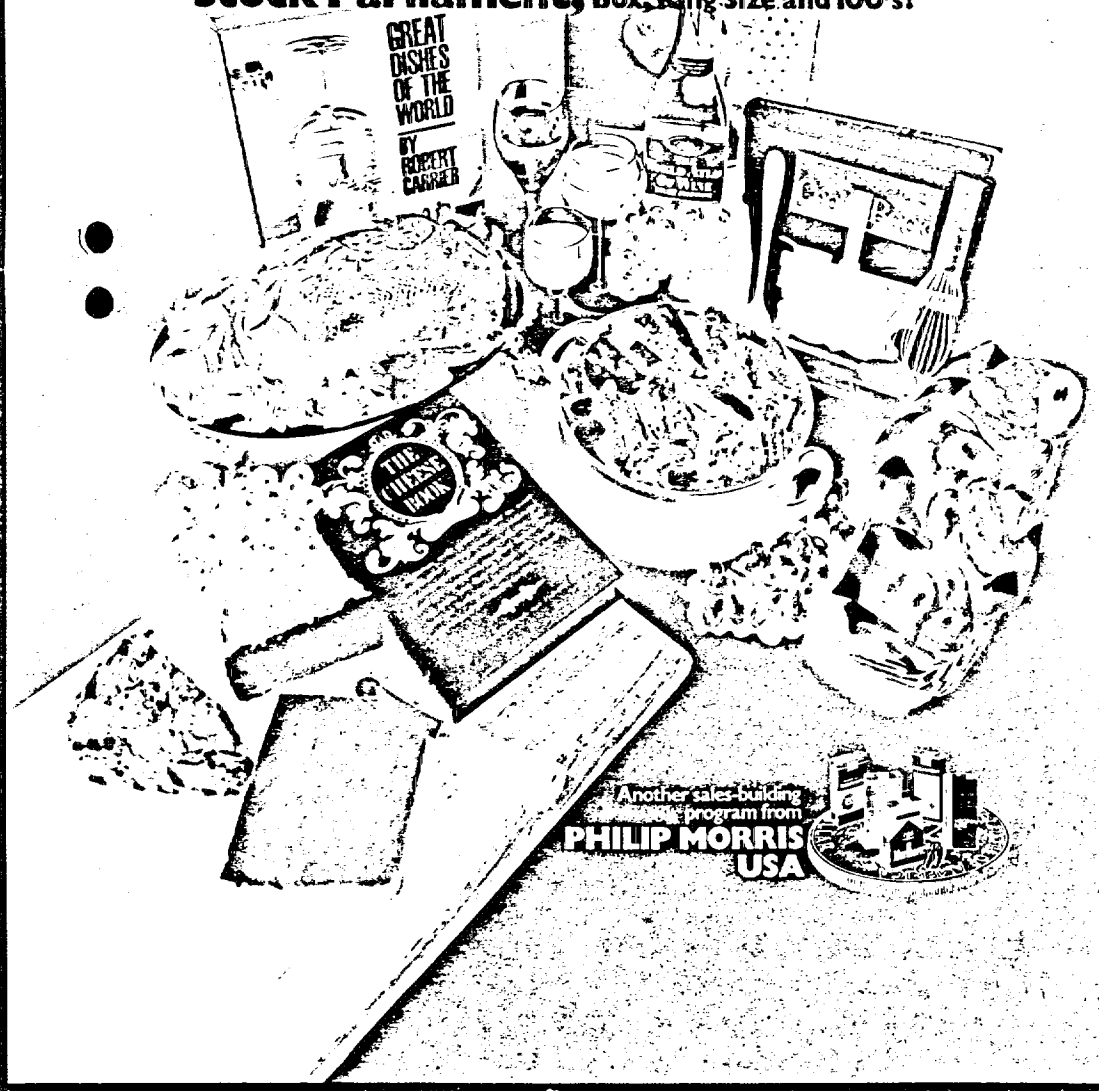
Great Dishes Of The World. An exciting book for beginners and experienced cooks alike. All recipes are the result of Chef Robert Carrier's worldwide travels.

"**The World Atlas of Wine** is many books – a major reference work, a travel guide to the world's great wine areas, a wonderfully illustrated course in wines and wine making . . . a joy to read."

Three things are important to every cook: one, knowing the basic way to prepare a favorite dish. Two, knowing many variations of the basic recipe. Three, owning **James Beard's Fireside Cook Book**, which clearly explains 800 basic recipes with their 400 variations.

Call your Parliament representative – he has all the details for this new sales-building promotion. Is your standing order up to date?

Good taste. Good times. Good profits.
Stock Parliament, Box, King Size and 100's!



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Source: https://www.industrydocuments.ucsf.edu/docs/pgxb0000

POINT-OF-SALE KIT

1ST FEATURED BRAND

PARLIAMENT 80, 85's & 100's
"Good Taste, Good Times"
July 8 – August 30, 1974

ITEM	CODE #	S/R	DM	MILITARY	PACKING
Small Shelf Talker with coupon pad	P 23-74	50		25	50
Poster	P 29-74	30		25	BULK
30 pack set/sell with butterfly coupon pad	P 20-74 P 21-74	100 100		25 25	100 150
18 pack set/sell with butterfly coupon pad	P 22-74 P 21-74	50 50		25 25	50 150
Promotion Catalog Sheet	P 30-74	10	10	25	BULK

2ND FEATURED BRANDS

VIRGINIA SLIMS
"Tool Kit"
July 8–Aug. 2, 1974

ITEM	CODE #	S/R	MILITARY	PACKING
Small Shelf Talker with coupon pad	VS 19-74	50	25	50
Counter card with coupon pad	VS 12-74	50	25	50

MARLBORO RED & 100's
GENERIC
Aug. 5 – Aug. 30, 1974

ITEM	CODE #	S/R	MILITARY	PACKING
Small Shelf Talker	MA 47-74	50	25	Band 50

3RD FEATURED BRANDS

MARLBORO RED & LIGHTS
GENERIC
July 8 – Aug. 2, 1974

ITEM	CODE #	S/R	MILITARY	PACKING
20 pack set/sell	MA 48-74	50	25	50

BENSON & HEDGES 100's
Panasonic Flashlight/ Emergency Light
Aug. 5 – Aug. 30, 1974

ITEM	CODE #	S/R	MILITARY	PACKING
20 pack set/sell with butterfly coupon pad	BH 36-74 BH 37-74	50 50	25 25	50 50

MISCELLANEOUS

	CODE #	S/R	DM	PACKING
"SPECIAL OFFER" 10 Carton Bands	SP 1-73	20	1	20
Daily Work Record		2	1	
Retail Order Pads		2	1	
Masking Tape		1	1	
Scanner Sheets		10	1	

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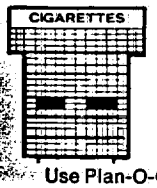
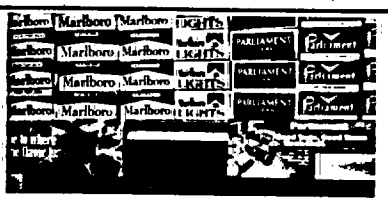
Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

MERCHANDISING

PLAN A





Use Plan-O-Gram based on Market Share (4th Shelf or higher)

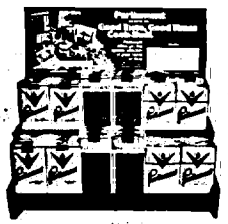
PLAN A-1

Parliament 80, 85's & 100's
Cookbook Offer

Aug. 5 – Aug. 30, 1974

PLAN B

WOOD RACK



Parliament 80, 85's & 100's
July 8 – Aug. 30, 1974

NEW WIRE RACK

Parliament 80, 85's & 100's

Virginia Slims

July 8 – Aug. 2, 1974

Parliament 80, 85's & 100's

Marlboro Red & 100's

Aug. 15 – Aug. 30, 1974

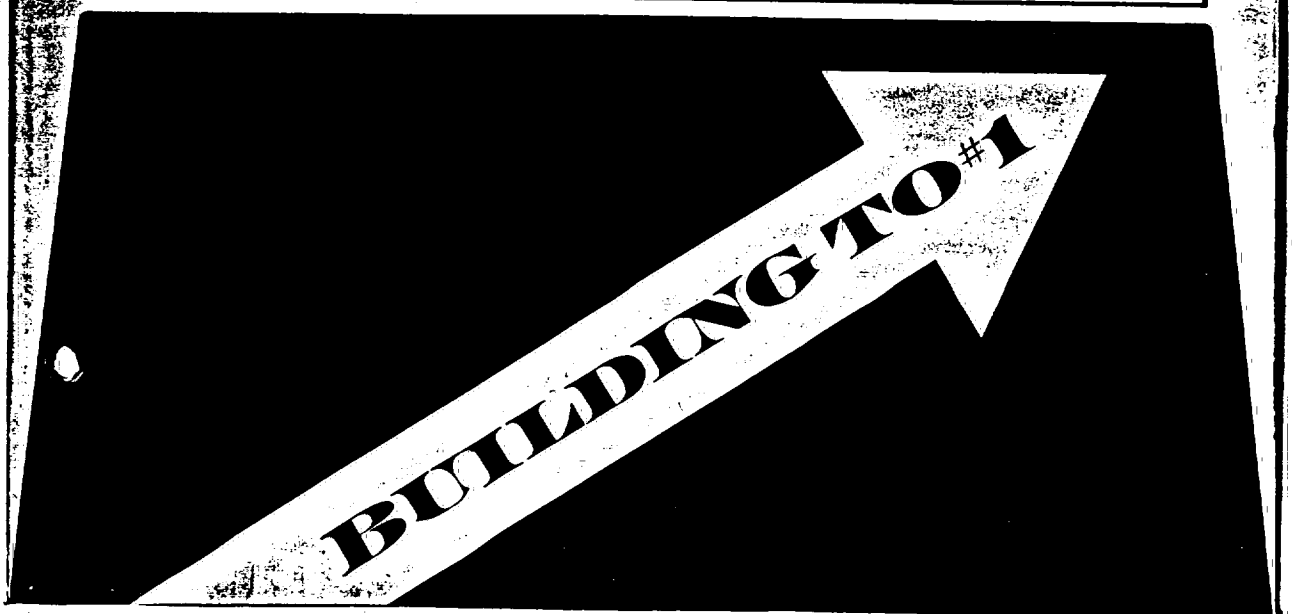
PLAN B-1

Virginia Slims — Parliament 80, 85's & 100's

July 8 – Aug. 2, 1974

Marlboro Red & 100's — Parliament 80, 85's & 100's

Aug. 5 – Aug. 30, 1974



Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000
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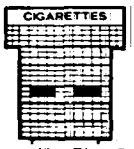
MERCHANDISING

PLAN A



Use Plan-O-Gram based on Market Share (4th Shelf or higher)

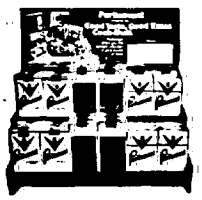
PLAN A-1

Parliament 80, 85's & 100's
Cookbook Offer

Aug. 5 – Aug. 30, 1974

PLAN B

WOOD RACK



Parliament 80, 85's & 100's
July 8 – Aug. 30, 1974

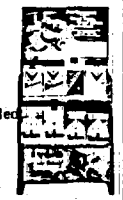
NEW WIRE RACK

Parliament 80, 85's & 100's

Virginia Slims

July 8 – Aug. 2, 1974

Parliament 80, 85's & 100's



Marlboro Red & 100's

Aug. 15 – Aug. 30, 1974

PLAN B-1

Virginia Slims — Parliament 80, 85's & 100's

July 8 – Aug. 2, 1974

Marlboro Red & 100's — Parliament 80, 85's & 100's

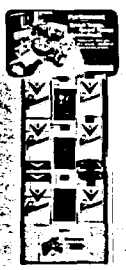
Aug. 5 – Aug. 30, 1974

LOCATION OF DISPLAY B & B-1:
Front Counter Near Cash Register

PURPOSE OF DISPLAY
- Insure Adequate Product Visibility
- Improve Product Exposure
- Satisfy Consumer Demand for Product
- Self Service

SET AND SELL DISPLAYS

FIRST FEATURED BRAND



Parliament 80, 85's & 100's
July 8 – Aug. 30, 1974

30 Pack Display

THIRD FEATURED BRANDS

Marlboro Red & Lights
July 8 – Aug. 2, 1974

Benson & Hedges 100's
Aug. 5 – Aug. 30, 1974

20 Pack Display

1005200827

Source: http://www.industrydocuments.ucsf.edu/docs/qqjc0000

RETAIL ACTIVITY

***SELL-IN**

10 carton combination sell-in with 5% hand gratis up to 10 cartons.

JULY						
S	M	T	W	T	F	S
	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	

5 Parliament (3–80, 85's, 2–100's)
3 Virginia Slims (2–Reg. & 1 Men.)
2 Marlboro (2 Lights)
—
10 Cartons

AUGUST						
S	M	T	W	T	F	S
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

5 Parliament (3–80, 85's 2–100's)
3 Marlboro (2–100's, 1 Light)
2 Benson & Hedges 100's (1 Reg. & 1 Men.)
—
10 Cartons

***SELL-IN**

Additional cartons of Marlboro Red and other Philip Morris Brands (Gratis will not be offered for purchase of Marlboro Red 80/85mm.)

Latitude will be permitted in changing the product mix in the 10-carton Sell-In. EXAMPLE: We suggested 3–80, 85's and 2–100's for Parliament Sell-In as First Featured Brand. In an instance where your customer has on hand a sufficient supply of 80 & 85's, Sell-In 5–cartons of Parliament 100's. Direct any further questions to your Division Manager regarding latitude in selling in the 10–carton offer.

HAND GRATIS

1 PACK FREE WITH 2–CARTONS UP TO 5 PACKS FREE WITH 10-CARTON PURCHASE

DISPLAY LOCATIONS

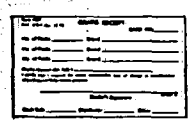
COUNTER OR CHECKOUT

(NOTE: Combinations you can offer:
5% hand gratis + $1.00 Set/Sell *or*
5% hand gratis *or*
$1.00 Set/Sell)

- Plus $1.00 Set/Sell Allowance for displays placed in a self-service position for 2 weeks. With merchandising contract — use 20 Pack Set/Sell Displays. Without merchandising contract-use 30 Pack Set/Sell Displays.

GRATIS RECEIPT

PLACE DISPLAYS — Show $1.00 for display payment on bottom of gratis receipt.
SIGNATURE — Dealer signature required.
COMPLETED RECEIPT — Attach to Weekly Expense Voucher, or Daily Work Record.
RECORD — In accordance with Section Policy.



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SPECIAL SELL-IN/DISPLAY ACTIVITY

- *National:* Refer to Display Set-Up page inside Product Promotion Plan Folder.
- *Sections I, II & IV:* See Merchandising Set-Up Sheet.
- *Hawaii:* See Merchandising Set-Up page.
- *San Francisco:* See Merchandising Set-Up page.
- *Seattle:* See Merchandising Set-Up page.

FEATURED BRANDS

Source: https://www.industrydocuments.ucsf.edu/docs/ryk0000

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SP 4-74

1005200829

Source: https://www.industrydocuments.ucsf.edu/docs/pqyk0000